

# UTILIZING GOOGLE AUDIENCE AND CONVERSION TRACKING IN YOUR SEARCH CAMPAIGNS

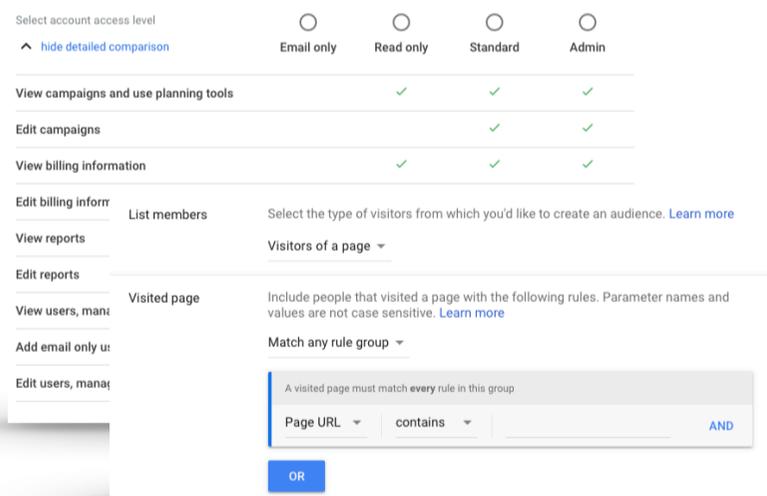
The California Consumer Privacy Act (CCPA) and other privacy laws currently enforced in Massachusetts, New York, Hawaii, Maryland, North Dakota with similar proposals in nearly 20 states nationwide enhance privacy rights and consumer protection but will impact the way leads are collected and transferred into your ClubReady account.

## About Google My Client Center

Google ads manager accounts can share tags and remarketing lists that they've created with some, or all, of its Google Ads accounts or sub-manager accounts (other manager accounts). We have set-up sharing for remarketing lists using our manager accounts and other Google Ads accounts.

## Requesting Access

Your certified agency can provide these audiences to you, or if you are a certified agency, reach out to your CAP manager with your account email address, and you will be given access. Audiences must be requested at the Standard level and will be sent to the email address provided to the CAP manager.



## Sharing Lists Downwards

The MCC is set-up with audiences and conversion events for your take advantage of. Additional audiences can be set-up on request and new audiences will automatically populate when you grant access to your MCC.

### Audiences:

While Google Ads creates basic remarketing lists, we also have set-up some basic audiences, such as lead conversion for exclusions in your campaigns.

### Conversions:

There are 2 ways to track conversions depending on if you'd like to have your own custom conversion tracking active. If you don't need to track your own custom conversions, please select Xponential Fitness as the "Conversion Account." Otherwise, reach out to your CAP account manager for access to GA to import your conversion. Another method is adding the custom conversions before you grant access to the MCC to keep all custom conversions active.

### Goals:

Goals can be set-up in the Google Analytics account that you will be granted access to. However, you must follow the Event conditions set on the landing pages accessible through the URL builder. The conversion will be counted with these event conditions:

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Connect with an Xponential certified digital partner agency to help you stay compliant – and keep running your campaigns exactly as you do now, but without the legal worry or a managed service fee. They will help you get started and stay compliant. Or turn over the keys to a certified digital partner agency and focus on other aspects of your business while the leads come in.